

Amendments to the Claims:

Claim 1 (previously presented): A computer-implemented method for playing rich media presentations within an internet browser comprising:

automatically determining when the internet browser operating on a network device on a network has requested access to a rich media presentation;

detecting one or more attributes relating to rich media presentation capabilities of the internet browser, or the network device, or the internet browser and the network device; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute;

selecting an appropriate rich media presentation to be provided to the internet browser on the network device from among a plurality of rich media presentations based on the detected one or more attributes of the internet browser, or the network device, or the internet browser and the network device rich media presentation capabilities;

providing the selected rich media presentation to the internet browser; and

automatically playing the provided rich media presentation within the internet browser on the device.

Claim 2 (previously presented): The method of Claim 1, wherein detecting the one or more attributes includes detecting two or more attributes from: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute.

Claim 3 (previously presented): The method of Claim 2, further comprising determining when the internet browser, or the network device, or the internet browser and the network device supports playing the rich media presentation, and when, optimizing the rich media presentation for the internet browser, or the network device, or the internet browser and the network device based on the detected attributes; otherwise, displaying an alternate presentation that the internet browser, or the network device, or the internet browser and the network device supports.

Claim 4 (previously presented): The method of Claim 1, wherein detecting the one or more attributes includes detecting two or more attributes from: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute.

Claim 5 (original): The method of Claim 3, further comprising providing a client the ability to modify characteristics associated with the rich media presentation.

Claim 6 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises utilizing an ad serving engine.

Claim 7 (original): The method of Claim 5, wherein providing the rich media presentation to the device, further comprises using an email serving engine.

Claim 8 (original): The method of Claim 5, further comprising delivering an image to the device that is displayed on the device at a location relating to the rich media presentation.

Claim 9 (original): The method of Claim 5, wherein generating the rich media presentation for the device, further comprises:

generating a virtual player optimized for the device;

generating a presentation package optimized for the device; and

generating the media package for the device.

Claim 10 (previously presented): A computer-readable medium having computer executable instructions embodied thereon, comprising:

automatically determining when a rich media presentation is accessed; wherein the rich media presentation is presented within a banner ad within an internet browser on a device that is coupled to a network;

detecting one or more attributes relating to media play back capabilities of the internet browser, or the network device, or the internet browser and the network device that is coupled to

the network; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute;

providing the rich media presentation to the internet browser on the device; and

automatically playing the provided rich media presentation within the internet browser on the device.

Claim 11 (previously presented): The computer-readable medium of Claim 10, further comprising determining when the internet browser, or the device, or the internet browser and the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the internet browser, or the device, or the internet browser and the device based on the detected attributes; otherwise, providing the internet browser on the device with with an alternate presentation of the rich media presentation.

Claim 12 (previously presented): The computer-readable medium of Claim 11, performing an action when the banner ad is selected.

Claim 13 (previously presented): The computer-readable medium of Claim 12, wherein providing the rich media presentation to the internet browser on the device, further comprises utilizing an ad serving engine.

Claim 14 (previously presented): The computer-readable medium of Claim 12, wherein providing the rich media presentation to the internet browser on the device, further comprises using an email serving engine.

Claim 15 (previously presented): The computer-readable medium of Claim 12, further comprising delivering an image to the internet browser on the device that is displayed on the device at a location relating to the rich media presentation.

Claim 16 (previously presented): A system for providing a rich media presentation to a device over a network, comprising:

- a processor and a computer-readable medium;
- an operating environment stored on the computer-readable medium and executing on the processor;
- a communication connection device operating under the control of the operating environment;
- a rich media presentation application operating under the control of the operating environment and operative to perform actions, including:
 - automatically determining when the rich media presentation is accessed within an internet browser on a device that is coupled to a network;
 - detecting one or more attributes relating to media play back capabilities relating to the internet browser, or the device, or the internet browser and the device; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute;
 - selecting an appropriate rich media presentation to be provided to the internet browser from among a plurality of rich media presentations based on the detected one or more attributes;
 - providing the selected rich media presentation to the internet browser on the device; and
 - automatically playing the rich media presentation within the internet browser on the device.

Claim 17 (previously presented): The system of Claim 16, wherein the rich media presentation application actions further comprises determining when the internet browser, or the device, or the internet browser and the device supports playing the rich media presentation, and when, optimizing the rich media presentation for the internet browser, or the device, or the internet browser and the device based on the detected attributes; otherwise, providing the internet browser on the device with an alternate presentation of the rich media presentation.

Claim 18 (previously presented): The system of Claim 17, wherein when the rich media presentation is within a banner ad, further comprises making the banner ad selectable by the device; and performing an action when the banner ad is selected.

Claim 19 (previously presented): The system of Claim 17, wherein providing the rich media presentation to the internet browser on the device, further comprises utilizing an ad serving engine.

Claim 20 (previously presented): The system of Claim 17, wherein providing the rich media presentation to the internet browser on the device, further comprises using an email serving engine.

Claim 21 (previously presented): The system of Claim 17, further comprising delivering an image to the internet browser on the device that is displayed within the internet browser on the device at a location relating to the rich media presentation.

Claim 22 (previously presented): A method for playing rich media presentations, comprising:

a means for automatically determining when an internet browser operating on a network device has requested access to a rich media presentation;

a means for detecting one or more attributes relating to media play back capabilities of the internet browser, or the network device, or the internet browser and the network device that is operating on the network; wherein the one or more attributes is at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and a protocol attribute;

a means for selecting an appropriate rich media presentation to be provided to the internet browser on the device from among a plurality of rich media presentations based on the detected attributes;

a means for providing the rich media presentation to the internet browser on the device;
and

a means for automatically playing the rich media presentation within the internet browser
on the device.